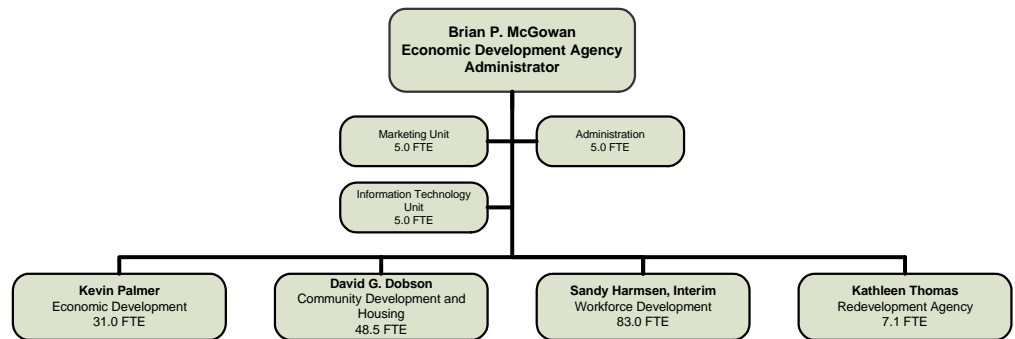


## ECONOMIC DEVELOPMENT AGENCY

### ORGANIZATIONAL CHART



### DESCRIPTION OF MAJOR SERVICES

The Economic Development Agency (EDA) provides overall administrative support and policy implementation to four departments. This includes the facilitation of communication between the County Administrative Office as well as the Board of Supervisors. In addition, the agency oversees the information technology function and public relations and marketing support.

Through the combination of four departments with common goals and objectives, the agency provides leadership and direction to all 24 cities and private economic development organizations within the county.

### 2007-08 SUMMARY OF BUDGET UNITS

	Appropriation	Revenue	Local Cost	Fund Balance	Staffing
<b>General Fund</b>					
Economic Development	7,866,652	604,000	7,262,652		48.0
Total General Fund	7,866,652	604,000	7,262,652		48.0
<b>Special Revenue Funds</b>					
Community Development and Housing	49,461,751	35,761,315		13,700,436	49.5
Workforce Development	13,774,477	13,984,208		(209,731)	84.0
San Bernardino Valley Enterprise Zone	391,412	391,412		-	-
Total Special Revenue Funds	63,627,640	50,136,935		13,490,705	133.5
<b>Other Agencies</b>					
Economic and Community Development Corp	18,918	12,700		6,218	-
County Industrial Development Authority	50,196	1,000		49,196	-
<b>Redevelopment</b>					
Speedway Project Area	65,759,453	14,027,786		51,731,667	8.1
Cedar Glen Project Area	9,878,195	403,250		9,474,945	-
VVEDA Project Area	1,056,238	155,550		900,688	-
Mission Boulevard Joint Project Area	129,016	22,570		106,446	-
Proposed Bloomington Project Area	183,032	-		183,032	-
Proposed Cajon Project Area	261,830	-		261,830	-
Total Other Agencies	77,336,878	14,622,856		62,714,022	8.1
<b>Total - All Funds</b>	<b>148,831,170</b>	<b>65,363,791</b>	<b>7,262,652</b>	<b>76,204,727</b>	<b>189.6</b>



**Brian P. McGowan**  
Economic Development  
Agency Administrator

#### Mission Statement

*As civic entrepreneurs, the Economic Development Agency serves existing and future residents, business/community leaders and visitors. We facilitate economic growth through the development and implementation of strategic policies to enhance human and capital infrastructure which leads to a dynamic globally engaged economy.*



#### GOALS

**IMPLEMENT A  
COMPREHENSIVE  
MARKETING STRATEGY  
FOR THE AGENCY AND  
EACH DEPARTMENT**

**IMPLEMENT  
INFORMATION  
TECHNOLOGY (IT)  
INFRASTRUCTURE TO  
SUPPORT  
AGENCY/DEPARTMENTAL  
IT INITIATIVES**



## GOALS, OBJECTIVES, AND PERFORMANCE MEASURES

### GOAL 1: IMPLEMENT A COMPREHENSIVE MARKETING STRATEGY WHICH INCLUDES A COMPONENT FOR EACH DEPARTMENT

*Objective A: Create a common look and theme to all marketing efforts for each department within the agency to create recognition and branding.*

*Objective B: Increase awareness that San Bernardino County is a preferable place to do business, travel and work.*

MEASUREMENT	2005-06 Actual	2006-07 Actual	2007-08 Target	2007-08 Estimate	2008-09 Target
1A. Percentage of total marketing and collateral materials developed to incorporate the Agency's branding.	N/A	20%	80%	80%	100%
1B. Percentage increase in inquiries from businesses seeking information about the County of San Bernardino.	N/A	N/A	10-15%	7%	5%

#### Status

By the end of 2008, 100% of branding should be completed. All external communications were created and/or reviewed by the agency's Marketing Unit to ensure uniformity of branding to keep a consistent look and theme of the marketing efforts throughout the Agency. This goal eliminates confusion that can be created by inconsistency and create opportunities to cross-market the Agency's message through all four departments.

### GOAL 2: IMPLEMENT AN AGENCY-WIDE INFORMATION TECHNOLOGY (IT) INFRASTRUCTURE TO SUPPORT AGENCY/DEPARTMENTAL IT INITIATIVES

*Objective A: Deploy recommendations from the 2006-07 IT Assessment.*

MEASUREMENT	2005-06 Actual	2006-07 Actual	2007-08 Target	2007-08 Estimate	2008-09 Target
2A. Percentage implementation of the IT Assessment objectives that have been funded.	N/A	N/A	90%	50%	50%

#### Status

The Agency is taking steps to implement all objectives that have not been met by the end of 2008. Delay of implementing all of the objectives is due to the anticipated move of the Economic Development Agency to a new facility in early 2008. Postponement of meeting all objectives at this time will be the most cost effective and efficient way to successfully implement all objectives for an agency-wide information Technology (IT) infrastructure based on findings and recommendations from an IT assessment by the Information Services Department.

### 2006-07 ACCOMPLISHMENTS

- ❖ Implemented an aggressive advertising campaign
- ❖ Completed Information Technology study
- ❖ Developed logo and branding for the County of San Bernardino Economic Development Agency
- ❖ Sponsored the Mark Christopher Charity Classic Golf Tournament
- ❖ Sponsored the California Speedway FanZone at the California Speedway
- ❖ Participated in the County of San Bernardino State of the County Address



**APPROVED ADDITIONAL GENERAL FUND FINANCING (POLICY ITEMS)**

Brief Description of Policy Item	Budgeted Staffing	Appropriation	Dept. Revenue	Local Cost
1. In 2007-08 an Economic Analyst position was added to research economic information, economic impact and trends, develop and oversee economic studies, analyze the available economic information, and formulate trends and recommendations. Funding is ongoing.	1.0	114,700	-	114,700

MEASUREMENT	2005-06 Actual	2006-07 Actual	2007-08 Target	2007-08 Estimate	2008-09 Target
P1. Number of economic studies overseen and developed by the agency.	N/A	N/A	4	3	5

Status

The Economic Analyst position will commence work on November 13, 2007.

**2008-09 REQUESTS FOR ADDITIONAL GENERAL FUND FINANCING (POLICY ITEMS), INCLUDING NEW CAPITAL IMPROVEMENT PROGRAM (CIP) PROJECTS, OR BUSINESS PROCESS IMPROVEMENT (BPI) RESERVE FUNDS**

The department is not requesting any additional general fund financing for 2008-09.

**2008-09 PROPOSED FEE ADJUSTMENTS**

The department is not requesting any proposed fee adjustments for 2008-09.

If there are questions about this business plan, please contact Brian P. McGowan, Administrator, at (909) 387-9800.

